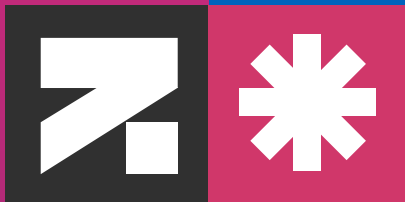


ZAMSTARS

Digital Marketing

Brand Communication Kit

ZAMSTARS | BANGALORE | JUNE 2020



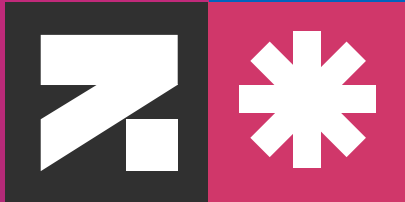
The Context

Importance of Digital Engagement for Brands

Covid-19 pandemic has re-engineered our daily routines. Social distancing is the new normal and the internet has played a major role in keeping us connected to the outside world. People are spending more time online now, more often than ever.

According to the preliminary statistics published by Forbes, **internet hits have surged by 50% to 70%**. A study on media consumption says that **online media intake has surged by more than 4 hours** since the COVID-19 lockdown, in comparison to the average of 1.5 hours in the pre-Corona times.

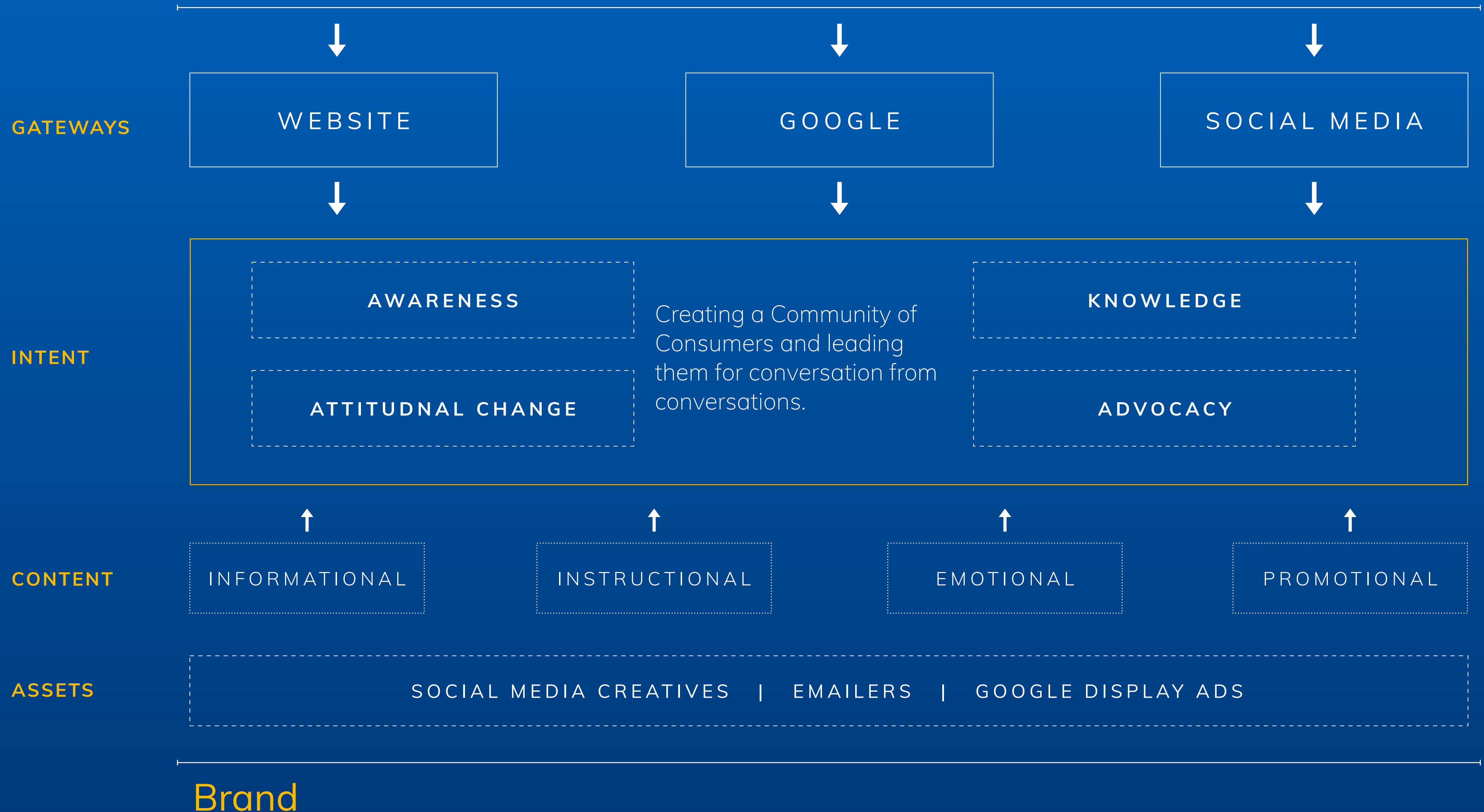
With end-users remaining indoors and spending more time on digital platforms, it makes sense to shift the focus of your marketing strategies from traditional means of print and outdoor activities to digital and mobile campaigns. After all, that's where your customers are going to be. Isn't it?

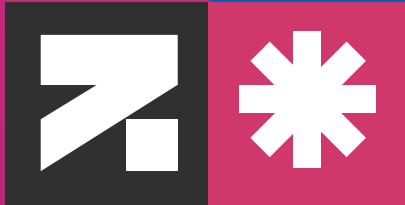


Audience and Brand Convergence

How Brand connects with Audience

Digital Audience





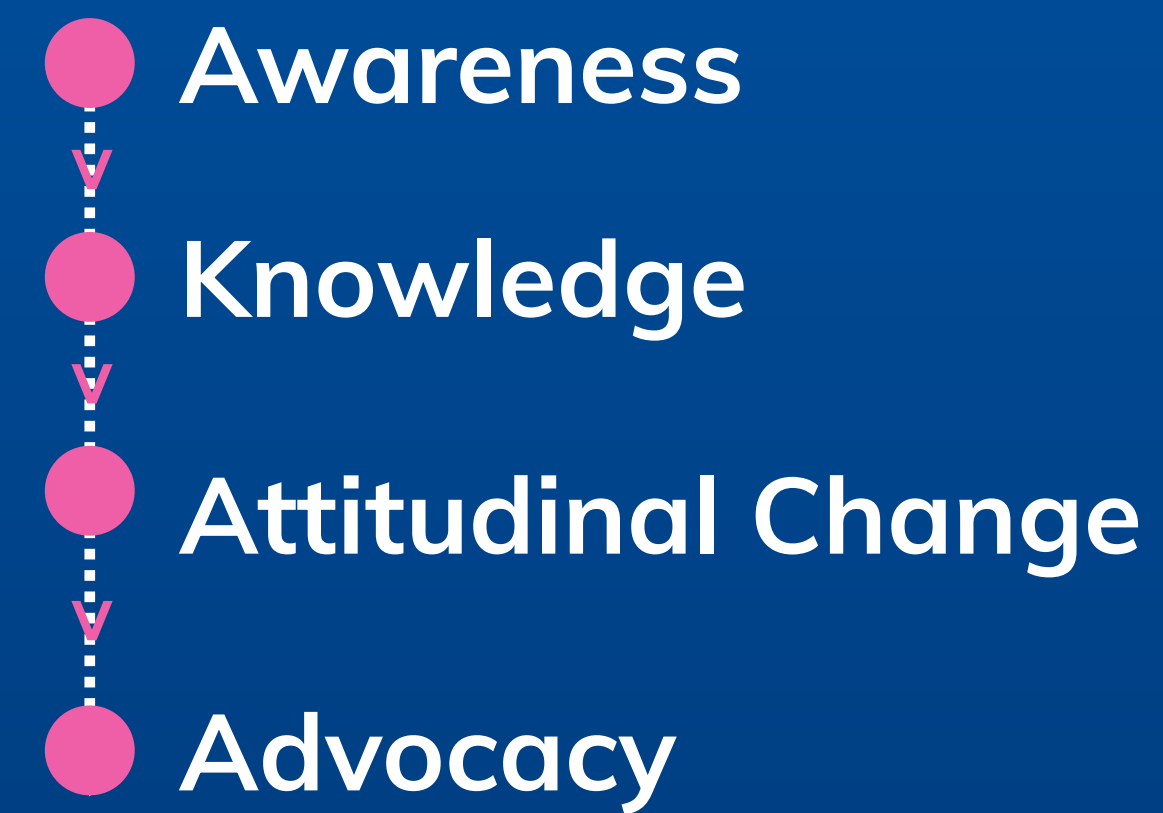
Content Outreach

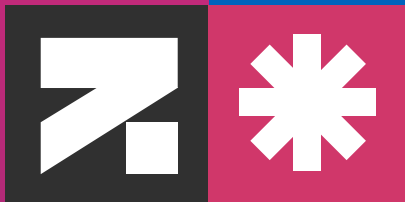
Audience Journey toward brand affinity

Brands today have a presence in social media and most brands have also developed a good website. Now brands need to attract and engage the consumers / audiences, increase the awareness of the brand and drive traffic to the website to consume more knowledge about the product and services. The end intent is to make an attitudinal change in the mindset of the consumers / audiences and inspire them to buy the product / service or advocate the same to their network.

Any brand needs a cohesive content kit to enable it to attach and engage with the audiences on these social and digital channels. This needs deep expertise in consumer behaviour and creative knowledge to design and write the content.

Audience Journey towards a brand affinity follows the four steps: Awareness (about the brand, TOMA), Knowledge (about the product and service), Attitudinal Change (behaviour change to try the brand, ITP), Advocacy (recommending the brand to their network)

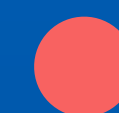




Content Outreach

Types of Content to Engage Audience

Contextual relevance is going to be key for companies that embark on the journey to make experience their business. It's important to understand the key factors to be considered when curating the Content. In the Journey of awareness to advocacy, brands need to present digital content with the right mix of content types to attract, engage and convert the audience intent and behaviour. The Art of designing these content nuggets and the Science of identifying the right content type and sequence is key to efficient digital content marketing.



INFORMATIONAL

Content giving information about the services or solutions the brand provides. What does the user need to know?



INSTRUCTIONAL

Content with clear, crisp CTAs leading the audience to relevant landing pages. What does the user need to do?



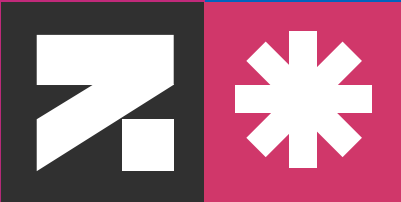
EMOTIONAL

Content that strongly connects with the audience on an emotional level. What will the user feel?



PROMOTIONAL

Content promoting offers, monthly promotions and services for the consumers. What will the user get?



Content Outreach

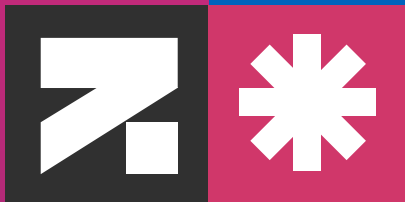
Objectives

The Key Objective for content outreach by a brand is to create the content to keep audiences in conversation and convert them to consumers and build a community.



To Achieve this, Brand needs to do the following:

- Choose the 'Right' **Channel**
- Create the 'Relevant' **Content**
- Strategise the 'Content Mix' to Move the **Audience behaviour**








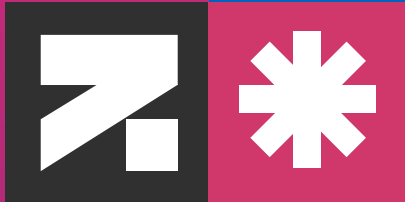
Brand Communication Kit

Helping Brands Marketing team

Keeping the importance of digital presence in mind, Zamstars is offering a unique and effective package for brands seeking to create an impact on the digital landscape. Studying the Brand Guidelines and market, Zamstars shall define the brand communication guidelines and design visual assets for social and digital channels including messaging and relevant suggestive hash tags for better reach. These templates shall be delivered to the brand marketing team and we shall conduct a workshop on how to use them and design assets for subsequent time intervals.

Zamstars Brand Communication Kit consists of the following:

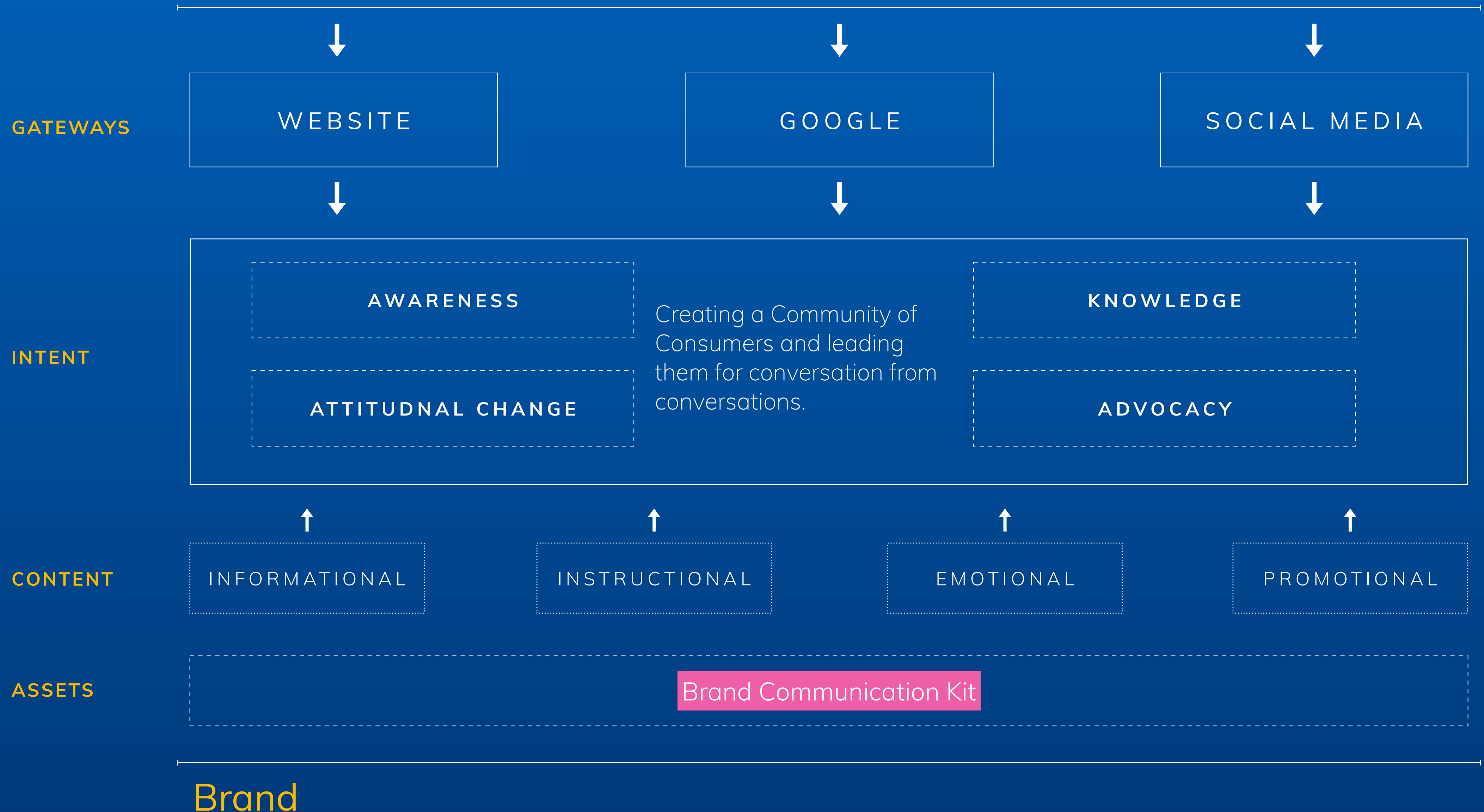
-  Brand communication guidelines
-  Eight Social Creative Assets, including design, copy, description and hash tags
-  Two Google Ads designs with copy
-  Two Emailers designs with content
-  Guide for Adapts and future use of templates and content types

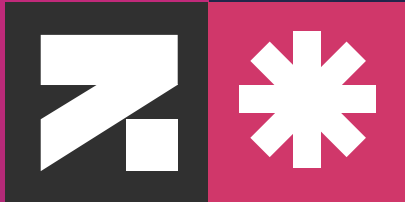


Audience and Brand Convergence

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Let's Connect !